

United States Patent and
Trademark Trial and Ap
P.O. Box 1451
Alexandria, VA 22313-14.

TTAB

Mailed: April 13, 2007

Concurrent Use No. 94002102

Easy Cash, Inc.

V.

ADVANTAGE RENT-A-CAR, INC.

V.

American International
Investment

DENNIS B. HAASE
PO Box 6206
Hot Springs, AR 71902

Re: Registration No. 2346604¹
Issued: May 2, 2000 to American International
Investment

Registration No. 2655325
Issued: December 3, 2002 to Advantage Rent-A-Car, Inc.

Karl Kochersperger, Paralegal

The applicant in application Serial No. 76363248 has
applied for a concurrent use registration for the trademark
or service mark set forth below.

Name of applicant	:	Easy Cash, Inc.
Applicant's address	:	8601 West Markham Little Rock, AR 72205
Applicant's mark	:	EASY CASH
Goods or services	:	secured lending and deferred payment check cashing

¹ It is noted that this registration was cancelled on February 10, 2007
for failure to file a Section 8 affidavit.

05-01-2007

Filing date : January 22, 2002

Territory of use : Subject to concurrent use
Proceeding with American
International Investment and
Advantage Rent-A-Car, Inc.
Applicant claims exclusive
right to use the mark in the
area comprising the state of
Arkansas, Tulsa and Oklahoma
City, Oklahoma.

Attorney : DENNIS B. HAASE
PO Box 6206
Hot Springs, AR 71902

In its application, the applicant has recited as an exception to its allegation of exclusive use of said mark, use by you of an identical or very similar mark. Your mark, goods or services, and territory of use, as acknowledged in the referenced application, are set out below in a summary of details of the application. A copy of the application as filed is included herewith.

Registrant : American International
Investment

Your mark : EASYCASH (stylized)

Your goods or services : Financial services for
electronically converting cash
money into a predetermined,
fixed amount debit card

Your territory of use : Unknown

Registrant : Advantage Rent-A-Car

Your mark : EASY CASH

Your goods or services : Providing an incentive
commission program for travel
agents with respect to leasing
and rental of automobiles,
Class 35; Automobile rental
and leasing reservation
services, Class 39; Travel
agency services, namely,
making reservations and
booking for temporary lodging,
Class 42.

Your territory of use : Arizona, California, Colorado, Nevada, New Mexico, Texas, Utah, Washington, Canada, Central and South America, the Carribbean, Europe and the Middle East, Australia and New Zealand.

Since the Office has determined that applicant's mark appears entitled to registration, subject to a concurrent use proceeding with you, a concurrent use proceeding is hereby instituted under the provisions of Section 2(d) of the Trademark Act of 1946.

The proceeding will be conducted in accordance with the Rules of Practice in Trademark cases, as set out in Title 37 of the Code of Federal Regulations. Trademark Rule 2.99 thereof, under which this notice is given, provides that:

An answer to the notice is not required in the case of an applicant or registrant whose application or registration is specified as a concurrent user in the application, but a statement, if desired, may be filed within forty days after the mailing of the notice; in the case of any other party specified as a concurrent user in the application, an answer must be filed within forty day after the mailing of the notice.

You are allowed until **40 days from the mailing date above** to file an answer in accordance with Trademark Rule 2.99. If filed, the answer should be directed to the allegations relating to concurrent use recited in the application identified herein.

You are also requested to advise the Board of any relevant applications or registrations, other than those already listed herein, which should be included in this concurrent use proceeding. Your response, if any, should be in writing and should be filed on or before 40 days from the mailing date hereof.

**DISCOVERY AND TESTIMONY PERIODS ARE SET AS
INDICATED BELOW.**

IN EACH INSTANCE, a copy of the transcript of testimony together with copies of documentary exhibits, must be served

on the adverse party WITHIN THIRTY DAYS after completion of the taking of testimony. Rule 2.125.

Discovery period to open: 5/3/07

Discovery period to close: 10/30/07

30-day testimony period for party
in position of plaintiff to close: 1/28/08

30-day testimony period for party
in position of defendant to close: 3/28/08

15-day rebuttal testimony period
to close: 5/12/08

Briefs shall be filed in accordance with Rule 2.128(a) and (b). An oral hearing will be set only upon request filed as provided by Rule 2.129.

NOTE: The Board allows parties to utilize telephone conferences to discuss or resolve many interlocutory matters that arise in inter partes cases. See TBMP § 502.06(a) (2d ed. rev. 2004).

If the parties to this proceeding are (or during the pendency of this proceeding, become) parties to another Board or civil proceeding involving related marks or other common issues of law or fact, they shall notify the Board immediately, so that the Board can consider consolidation or suspension of proceedings, if appropriate.

New Developments at the Trademark Trial and Appeal Board

For faster handling of all papers, the TTAB strongly encourages electronic filing whenever possible. TTAB forms for electronic filings are available at <http://estta.uspto.gov>. Images of TTAB proceeding files can be viewed using TTABvue at <http://ttabvue.uspto.gov>.

CC:

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United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Mailed: April 13, 2007

Concurrent Use No. 94002102

Easy Cash, Inc.

v

Advantage Rent-A-Car, Inc.

v

American International
Investment

DENNIS B. HAASE
PO Box 6206
Hot Springs, AR 71902

Re: Serial No.: 76363248
Filed: 1/22/02

Karl Kochersperger, Paralegal

A concurrent use proceeding involving your above-identified application is hereby instituted under the provisions of Section 2(d) of the Trademark Act of 1946. The proceeding will be conducted in accordance with the Rules of Practice in Trademark Cases, as set out in Title 37 of the Code of Federal Regulations.

Advantage Rent-A-Car, Inc. and American International Investment, the registrants referred to in your application, are being notified on this date of the institution of the concurrent use proceeding and is being supplied with a copy of your application, in accordance with the provisions of Trademark Rule 2.99. As the owner of registration No. 2346604, American International Investment, and as the owner of registration No. 2655325, Advantage Rent-A-Car, Inc. are not required to file an answer but may do so under Trademark Rule 2.99. The Trademark Trial and Appeal Board has set 40 days from the mailing date hereof as the due date for any such answer.

You are requested to advise the Board of any relevant applications or registrations, other than those already

referenced herein, which should be included in this concurrent use proceeding. Your response, if any, should be in writing and must be filed on or before **40 days from the mailing date above.**

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LAW OFFICES OF JOHN P WALKER
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SAN ANTONIO, TX 78216

**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

Applicant: Easy Cash, Inc.

For: EASY CASH, Fancifully Displayed

International Class 36

The Honorable
Commissioner of Patents & Trademarks
Washington, D. C. 20231

Dear Sir:

Easy Cash, Inc. is a corporation organized and existing under the laws of the State of Arkansas, having a principal place of business at 8601 West Markham, Little Rock, Arkansas 72205.

The above-identified Applicant has adopted and is using the service mark, EASY CASH, fancifully displayed, shown in the accompanying drawing for short term secured lending and deferred payment check cashing and retail sales of consumer items and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

The mark was first used on November 28, 1997; was first used in interstate commerce on February 6, 1999; and is now in use in such commerce.

The mark is used by printing the same on Applicant's letterhead, business cards and promotional materials, and three specimens of the mark are presented herewith.

Applicant hereby appoints DENNIS B. HAASE, Registration No. 22,037, of 319 East Markham, Post Office Box 3592, Little Rock, Arkansas 72203, telephone (501) 374-2100, fax (501) 374-4234 and email at dhaase@aristotle.net, as its attorney to prosecute this application to registration, to transact all business in the Patent and Trademark Office connected therewith, and to receive the Certificate of Registration.


Applicant submits herewith a check in the sum of \$325.00 in payment of the required filing fee.

Douglas Braswell declares that he is the President of Applicant and is authorized to execute this instrument; he believes that it is the owner of the mark sought to be registered and to the best of his knowledge and belief, no other person, firm, corporation, or association has the right to use said mark in commerce, either in identical form or in such near resemblance thereto as may be likely, when applied to the goods of such other person, to cause confusion, or to cause mistake, or to deceive; that the facts set forth in this application are true; that all statements made herein of his own knowledge are true and that statements made on information and belief are believed to be true; and further, that these statements and the like so made are punishable by fine, or

imprisonment, or both, under Section 1001 of Title 18 of the United States Code,
and that such willful, false statements may jeopardize the validity of the
application or any registration resulting therefrom.

EASY CASH, INC.

Dated: December 10, 2001

By 
Douglas Braswell, President